

EUDIGITOOL

GUIDELINES ON ACTIVITIES AND BENEFICIARIES

A key part of project entries in EUDigitool is the Activities and Beneficiaries (AB) section. In order for you to know how to complete this section and the purpose of doing so, below follows some helpful information and 4 easy steps to follow. If you have any questions, do not hesitate to contact your assigned project reviewer in EUDigitool or the communication team at the EU Delegation.

Purpose: What do we want?

One of the ways we showcase EU-funded projects in Georgia is the website EU4Georgia.ge. Project entries there include a map showing concrete impact/output of EU-funded projects. The aim is to:

- Increase visibility of EU-funded projects – your projects;
- Have a website where it is easy to see and understand the impact your projects are having around you and how people benefit.

The website will retrieve information from the EUDigitool, specifically the project information, AB sections and photos. Personal and sensitive information will not be transferred.

It is important to remember that EUDigitool is not a reporting mechanism for projects, where you need to copy detailed and technical information from project reports. Rather, it is a communication tool. Therefore, the content of EUDigitool and especially Activities & Beneficiaries section has to be understandable for wider public.

THE PROCESS

Step 1: Identify your ABs

An AB shows tangible and visible, long term/wider impact(s) of your project. In some cases it should be marked by a plaque or sign noting the EU support. ABs likely already exist in the project documents and could be linked to the expected results set out for your project.

Even through projects differ in modality and thematic areas and ABs may be quite different, this list of possible ABs for different types of projects may serve as initial checklist for projects:

Project	Usual ABs
Twining Projects (usually in the areas of governance, economic development, connectivity, education)	<ul style="list-style-type: none"> - Primary beneficiary institution - Capacity-building of the primary beneficiary - Support with development / fine-tuning legislation / regulations of the given area
Technical Assistance Projects (usually supporting implementation of major reforms)	<ul style="list-style-type: none"> - Beneficiary institutions (mainly ministries, or state agencies) - Capacity-building of beneficiaries - Awareness-raising

<p>Grant projects (mainly focused on Civil Society engagement)</p>	<ul style="list-style-type: none"> - Grant recipients (mainly local Civil Society Organisations, Non-Governmental Organisations, Community Groups) - Community Centres - Advocacy - Policy monitoring - Nation-wide campaigns
<p>Agriculture (ENPARD) projects</p>	<ul style="list-style-type: none"> - Local Action Groups - Recipients of rural development grants - Establishment of demonstration plots - Support to local farmers

NOTE: Please find ANNEX 1 for real examples of possible ABs

Events like below **DO NOT** are not suitable as ABs

- Steering committees
- Kick-off meeting or events
- Other closed meetings or events
- Participation in Europe days
- Closed trainings or workshops
- Study visits
- Grant competitions
- Print materials - such as books, research reports
- Needs assessments
- Etc.

Step 2: Create an AB

Once an AB is identified, you should add it to your project page.

There are two ways of adding ABs: by going to your project page, or going directly to AB section in main menu and pressing the blue “Add New” Button:



When added, the AB will have its own page and information is needed. Ideally, all the boxes in each AB should be filled in. This is however not always possible, depending on the ABs of your project. The below topics should however always be completed:

Action	Explanation
The name of AB	<ul style="list-style-type: none"> - In English and in Georgian - Short and easy to understand
Description of the AB	<ul style="list-style-type: none"> - In English and Georgian - Explain it clearly, in simple language and short text, what the activity is and more importantly, describe who the end beneficiaries are. Explain <u>what is being done</u>, <u>for who</u>, and <u>why it is important</u>. It should be understandable for everyone, even people without any previous knowledge of your project or sector. Try to <u>include a timeframe</u> for the AB and remember to <u>explain any abbreviations</u>. - Place the AB description in a larger context of EU support in general and the support of your project in particular. - Remember: Information on these ABs will be accessible to wider public. Therefore, please do not include sensitive information that cannot be shared with wider public. <p><i>(for some examples please see Annex 1)</i></p>
Type of the AB	<ul style="list-style-type: none"> - Select from the list
Project Title	<ul style="list-style-type: none"> - If you create AB from the project page, the title will be automatically added. - If you create AB from the Activities and Beneficiaries menu, you will need to add project title from drop-down menu.
Region	<ul style="list-style-type: none"> - Please indicate all regions where your project works or impacts.
Location	<ul style="list-style-type: none"> - Fill in specific addresses / locations of ABs. - For ABs focusing on a beneficiary enter simply address of beneficiary. - For ABs focusing on capacity building/trainings, enter the location of the offices/institutions/organization that the individuals trained belong to. - While indicating exact addresses might be a challenge for rural areas, make sure you make it as precise as possible. - While seeking addresses, try typing both in English and Georgian. This may help in some cases, especially if there could be more than one spelling for the address. If the location does not appear, you can also manually put the pin on the map.
EU Grant Amount	<ul style="list-style-type: none"> - If possible, indicate specific grant amount for the given Beneficiary. - Please note, the amount is in EUR.

Contact Person	<ul style="list-style-type: none"> - In case of beneficiaries: representative of the organisation that is directly involved with EU-funded project. - In case of activity: person who has the most information on the given activity (could be representative of the project or the beneficiary that is engaged in this activity).
Photos	<ul style="list-style-type: none"> - At least one photo should be uploaded per AB. - If possible, photos should show a plaque or some EU visibility. - Once photos are uploaded, open each of the photos individually and mark “publish image for front-end”. Only in this case the photos will be visible to public. If you decide not to show the photo on the front-end, simply unmark the same box. - Please make sure each of the photos showing people have informed consents attached. <u>Note:</u> Informed consents will not be displayed publicly. This is only for internal EUD purposes, to make sure that persons on the photo agree to the use of their photos. - If you do not have informed consents for the given moment, please use generic images or photos where people cannot be identified. You may also use logos of the organisations (as applicable), images of banners, reports, etc.
Materials	<ul style="list-style-type: none"> - If you have materials that were produced for or by beneficiaries, or within the framework of a certain activity, please upload them under respective ABs. - Materials that are for public use will be published by the EU Delegation on www.eu4Georgia.eu website. If you have such materials, please notify your project reviewer.

IMPORTANT REMINDER:

Please remember to hit green **“Save”** button on the top right-hand corner of the AB page.
This way you will prevent any loss of information.

Step 3: Change status

When you have identified the AB and you are satisfied with the information you have provided, you need to change the status in the top right corner, from 'Created' or 'In progress' to "Ready for Review".

Similar to communication material approval process, your project reviewer will look at the AB and will either mark it as "Review Passed" or "Needs Improvement". If you receive "Needs Improvement" request, please contact your reviewer for further inquiries.

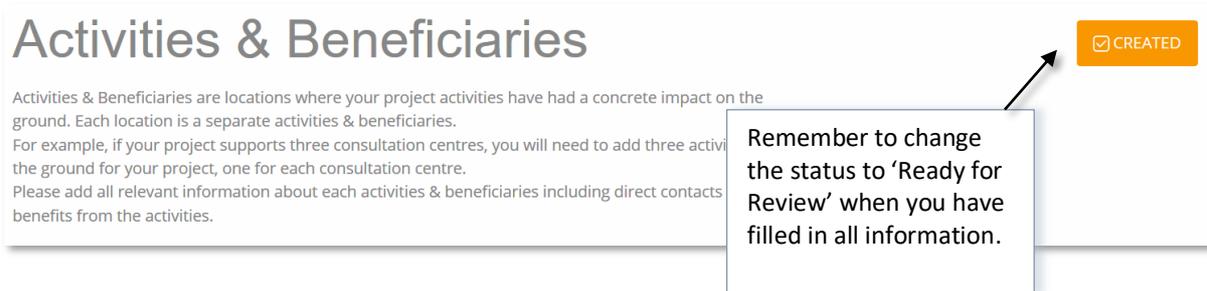
Once the reviewer marks AB as "Review Passed", it will be passed to your programme manager at the EU Delegation for final approval. You will be receiving notifications for each of the steps. You only need to act if the AB is marked as "Needs Improvement".

Activities & Beneficiaries

Activities & Beneficiaries are locations where your project activities have had a concrete impact on the ground. Each location is a separate activities & beneficiaries.

For example, if your project supports three consultation centres, you will need to add three activities on the ground for your project, one for each consultation centre.

Please add all relevant information about each activities & beneficiaries including direct contacts and benefits from the activities.


 CHECKED

Remember to change the status to 'Ready for Review' when you have filled in all information.

Step 4: Report Problems and Ask for Help

If you are not sure whether certain activity or beneficiary fits the description, or if you have a case that is different from those described in this document, please let your EU4Georgia Project Reviewer know.

Also, please inform your Project Reviewers if you experience any technical issues with your ABs or EUDigitool in General.

ANNEX 1. Examples of Activities and Beneficiaries

Most times an AB focuses on either an activity or a beneficiary. Below follows concrete examples of how an AB can look and be structured.

Beneficiaries:

NOTE: You will see from the examples below that in most cases beneficiary descriptions follow common structure: description of the beneficiary – general context – what has been achieved with EU support.

AB	Example
<p>A Building / infrastructure constructed or rehabilitated</p>	<p>Rehabilitation of “26 May” park</p> <p>Gori City Hall is undertaking comprehensive rehabilitation of recreational park of Gori town, currently known as "26 May" park. It is one of the activities implemented as part of municipal "Empowering Local Economic Opportunities for Sustainable Growth" project. The goal is to revive and promote historic part of town, which is less known for tourists. By rehabilitating infrastructure, the city hopes to turn it into a bigger tourist attraction and at the same time, create a space for cultural events and recreation of local people.</p> <p>Several activities are implemented on the territory of the park within the time frame of the project (2018-2021):</p> <ul style="list-style-type: none"> - Existing building (230 sq.m) is rehabilitated to host art exhibitions, local and international cultural events; - New building (291.5 sq.m) is constructed to house tourist information center, business advisory and consulting services for young people and SMEs. The same building will offer luggage storage facilities, national souvenirs, and public restrooms; - "Lomchabuki" ("The Lion-Man") monument (author Z. Tsereteli) is restored to its original brilliance; - Green cover and watering system alongside with street lamps, benches, pavements are arranged throughout the territory of the recreational park (8350 sq.m.).
<p>A sub-grantee (NGO, CSO) that received funding</p>	<p>Association “Ili”</p> <p>Georgian Civil Society Sustainability Initiative, with the help of its partner, CSRDG, provided small funding to community organizations across Georgia with the purpose of increasing their accountability and transparency, and supporting awareness-raising efforts with immediate communities. Total of 30 organizations received grant funding of about 4,000 GEL during 2018-2019.</p> <p>Association "Ili - Parents of Children with Hearing Impairments for Change" is the first organization in Samegrelo that was founded by parents of children which hearing disabilities. Main objective of the organization is to advocate for the rights of children with disabilities, and provision of vital physical as well as educational services.</p> <p>Within the framework of the small grant the Association implemented large-scale public awareness campaign to combat stigma and discrimination against children with hearing impairments, increase tolerance from the side of the society, and ensure accessibility of vital services. The Association held number of meetings with local population, conducted focus group discussions and prepared number of printed as well as video and radio materials to reach large groups of public.</p>

	<p>For more information on the organization please visit: https://www.facebook.com/სსოციაცი-ილი-Association-ILI-628349034262169/</p>
<p>A sub-grantee (farmer, cooperative) that got funding</p>	<p>Wine Cellar in Keda</p> <p>Winemaking is one of the primary agricultural directions in Keda municipality and the locals have been working on the development of this field for years. Remzi Turmanidze is also one of the locals, who has been engaged in vine (Chkhaveri) cultivation for years.</p> <p>With the EU support, he turned his favorite activity into a business, expanded his vineyards, and cultivated cultivate Chkhaveri vines on a territory the size of 1,500 m². Now, Remzi sells produced grapes to local wine producers. His main goal is to develop viticulture and strengthen the economic potential of the municipality. He is still considering expanding production and introducing innovative ways to develop the industry.</p> <p>As a result of implementing the project, 5 people will be employed.</p> <p>Support to Remzi is part of EU assistance to community mobilisation to improve the quality of life in rural areas. This is done by bringing local actors together in a Local Action Group, which sets our municipal priorities in a Local Development Strategy. Small scale grants like this one are then awarded to help achieve the strategy objectives. Within the framework of 'Optimising the Potential of Local Assets for Rural Development of Keda Municipality' small grants were awarded between 2017-2021.</p>
<p>Farmers / cooperatives that set up demonstration plots as part of the project activities</p>	<p>Demonstration Plot Shiraki+</p> <p>Demonstration plot Shiraki+ was started in Arkhiloskalo village of Kakheti region in 2020, on the land of the local producer, Shiraki+. The project bought from France mixed cover fodder crops and triticale to improve feed ration for the animals and therefore increase milk yield, also to promote conservation agriculture, which is highly important to Georgia.</p> <p>This demonstration plot is part of the FinExCoop Georgia project, which is initiating pilot projects in different sectors of agriculture covering value chains such as beef-and-dairy, fruits (modern intensive orchards), potato growing and goat farming. Such demonstration plots, usually set up on the basis of already existing farms in different parts of Georgia serve the purpose of demonstrating modern, effective technologies to local farmers. At the early stages of the project, Class A seeds were imported from France to create demonstration plots. Seeds are planted in partnership with local ICCs and farmers, so that they can be part of the whole process, from planting to harvesting. As a key factor in experimentation, the pilot project will also introduce new ways of crop rotations that have not been much practiced in Georgia before.</p> <p>In July 2020, first harvest was held at the demo plots, attended by farmers, international and local partners and input suppliers. Demo plot covered three hectares of land and even though the drought was a serious issue in Kakheti and affected most if not all the farmers FinExCoop still had a very successful harvest.</p> <p>The demo plot has given examples to other farmers and input suppliers of different ways and different crops they could use to further develop the feed ratio of their cattle and increase their milk yield.</p>
<p>Local Action Groups established as</p>	<p>Tetrtskaro Local Action Group (LAG)</p> <p>Tetrtskaro Local Action Group (LAG) is a platform that brings together representatives of the civic, private and public sectors, aiming to promote</p>

<p>part of the project</p>	<p>development of the Tetrtskaro Municipality. Tetrtskaro LAG was established in August 2017, based on the EU LEADER approach. At the moment it brings together 107 members, including religious and ethnic minorities, IDPs and eco-migrants living in the Municipality. Around 40% of the members are women and at least 30% are young people. The LAG covers all 20 communities of the Municipality.</p> <p>In 2018, Tetrtskaro LAG developed the Local Development Strategy and Action Plan 2018-2022 for Tetrtskaro Municipality, with high engagement of local population. Based on the Strategy, Tetrtskaro LAG already announced three Rural Development Support Grant Competitions and issued grants for local, social as well as business development projects.</p> <p>To further enhance business support activities, Tetrtskaro LAG participated in creation of EU-funded DCFTA Resource Desk to support small- and medium-size businesses with information on DCFTA and adapting to its requirements. To date, 583 local entrepreneurs (including 17% women) received consultation services.</p> <p>Tetrtskaro LAG is actively engaged into information campaign on COVID-19, providing information in Georgian, Armenian and Azeri languages. LAG and RDFG, together with local city hall are raising funds to support online schooling.</p> <p>Tetrtskaro LAG is partners with European LAGs and LAG associations, and implements transnational projects in collaboration with Lithuanian, Latvian and Georgian LAGs.</p>
<p>An institution that received capacity building and can provide better services as a result</p>	<p>Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia (IDPLHSA)</p> <p>Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs (MoIDPLHSA) is supported in developing labour and employment policies, strategies and action plans. Technical assistance below policy level is focused on developing the capacity of the new State Employment Support Agency (SESA) and making its services visible to potential users – employers, job seekers and the general public.</p> <p>Support includes:</p> <ul style="list-style-type: none"> - revising and improving the New Service Model for employment services - enhancing links with employers and increasing public awareness of services, including career guidance/counselling for job-seekers and the unemployed - upgrading and improving access to Active Labour Market Policy Measures including vocational training and re-training, and public works initiatives. <p>The capacity building support provided to SESA will include a comprehensive training programme for all staff to prepare them to deliver more effective employment services across the regional offices.</p>
<p>Institution that is the main beneficiary of Twinning projects</p>	<p>Shota Rustaveli National Science Foundation of Georgia</p> <p>Shota Rustaveli National Science Foundation of Georgia (SRNSFG) is the legal entity of public law operating under the aegis of the Ministry of Education, Science, Culture and Sports of Georgia (MoESCS). It seeks to enhance Georgia's standing as a world-class Research and Development (R&D) country, to support the development of Georgia's research-focused institutions through catalysing excellence, developing a competitive scientific work force and promoting greater understanding of the role of science in society.</p>

SRNSFG is the key beneficiary of EU-funded "Supporting Inter-Sectoral Collaboration Possibilities between Research and Industry" project. The Twinning project enables the Foundation to share expertise and gain necessary experience from the partner institution and address the above-mentioned issues for Georgia's Science, Technology and Innovation (STI) proper development. It strengthens organisational capacity, encourages revised and updated vision of science management, with particular focus on gaining knowledge for strengthening science-business collaboration opportunities.

Through the project, the Foundation is supported in its work on identification of the scientific priority areas based on the collected data analyses. The project facilitates sharing of experience, and promotion of dialogue between various stakeholders in the open dialogue sessions and other forms of participation from the wider society. The project also deals with capacity building in terms of the science popularization and targeted grant programmes for young generations. It also supports the Foundation to comply with implementation of the national and international agreements, commitments and obligations envisaged in order to promote STI development of the country and Georgia's researchers' integration into the European research area.

Information centre established or supported by the project

Bakuriani Community Centre

Bakuriani Community Centre is one of the 80 Centres opened across Georgia. Community Centres enable local population and its neighboring villages (2 120 people) to get more than 200 public and private services without leaving their villages. Users of the community center can enjoy services offered by the Public Service Development Agency, the National Archive of Georgia, the National Agency of Public Registry, Social Service Agency and Agricultural Logistics and Services Company LLC. Centres also provide services of private companies - Magticom and Liberty Bank.

Community Centre is a space equipped with modern infrastructure and technology. It is staffed with employees, recruited on a competitive basis among the local population and trained to provide the central government and private sector services by means of e-governance. Moreover, a modern digital library, free Internet service, computers and conference call equipment are available to local population. Community Centre hosts offices of representatives of the Local Government and offers a space for fostering civic engagement activities on the ground. Free Internet, computers, conference call equipment and modern e-library services are also available to individual citizens.

Apart from providing access to services, Bakuriani Community Centre performs a role of mediator between the population and the government. The central and local governments as well as civil society representatives are able to use its for communicating with the local population; introducing new services, initiatives, legislative changes and organizing public awareness raising events.

The European Union is supporting the Public Service Development Agency to ensure equal access to public services and relevant public information in rural areas of Georgia. Part of this is supporting the roll out of Community Centres.

Center providing services to different groups

Toliskuri – We Need Equality

Education and Development Center Toliskuri is a civil society organization located in Khobi Municipality and offers variety of educational, cultural and advocacy activities to people living in rural areas, and especially young people. It works to protect rights of women, young girls, people with

disabilities, people with different civic status, and strives to support with income-generation activities.

Within the framework of the grant funding received from the EU, in 2019 Toliskuri opened a day care center for children with disabilities in Khobi town, for ages 6-18. The day care center offers variety of developmental activities for children with disabilities, better preparing them for engaging into the community and school system. Individual support offered to children covers physical activities as well as tutoring and non-formal education activities, as a result of which, they are better able to attend formal school and be more successful. The center also offers transportation as well as meals for its beneficiaries.

Education and Development Center Toliskuri is one of eight beneficiaries of small grants in eight municipalities of Georgia, to provide social services for different vulnerable groups. They were awarded within the framework of "Equal Opportunities for Persons with Disabilities: Supporting Social Service Providers in Rural Georgia", eight small grants were issued to local organisations Total amount of all grants equaled up to 340,000 GEL.

More information on the organization please visit:
<https://www.facebook.com/Toliskuri/>

Municipalities / cities / towns that have had significant support from the project

Ambrolauri Municipality

Ambrolauri Municipality is one of the 63 municipalities that have benefited from EU support to rural development by promoting inclusion and a bottom-up approach to local decision-making, in this case under the Networking for Efficiency and Development (N4ED) project.. Municipality representatives (Mayor, Deputy Mayor, Council representatives, heads of departments, representatives of mayors in administrative units), local active groups and community leaders participated in training and consultancy sessions to increase knowledge and skills in local policy development and service quality through providing three day trainings in Community-Led Local Development (CLLD), consultations, advocacy for better regulatory framework, and engage in arranging regional conferences, elaboration of special PMES software, establishment of the national platform for exchange of experience and good practices among the municipalities.

As a result, capacity of local authority in participatory governance and inclusive policy formulation is strengthened, municipal policy documents are updated (including the development strategy, applying the Community-Led Local Development (CLLD) methodology, promoting participative process, etc.). PMES system with respective software application will soon be institutionalized to enable automation of performance reporting/benchmarking. Experience and knowledge in the area of inclusive and sustainable local development is shared among LAs - Ambrolauri Municipality Mayor and the Deputy one attended two National Conferences on BPP s, as well as the meeting of thematic group of "Highland Municipalities". Special BP Web-portal for sharing of experiences and good practices is developed and used by the municipalities – all of this resulting into provision of better quality services to the population of Ambrolauri municipality (10 600 persons).

Activities:

AB	Example
<p>A large scale public event / conference / festival / cultural event</p>	<p>Promotion of Volunteerism through Volunteer Forums</p> <p>Georgian Civil Society Sustainability Initiative, through its main partner, Education Development and Employment Center (EDEC) is promoting the culture of volunteerism, both with citizens as well as employers.</p> <p>Volunteer Forums are an effective mechanism for promotion of the culture of volunteerism. As part of its work to promote volunteerism, Georgian Civil Society Sustainability Initiative, through its main partner, Education Development and Employment Center (EDEC), hosted 23 national and regional forums both in Tbilisi as well as in all 10 regions of Georgia.</p> <p>As a result of the forums, 470 organizations have expressed their readiness to cooperate with volunteers, had the opportunity to learn from success of others, and establish direct contact with interested young people. Community of volunteers has grown to 1570 users, while 317 have already shared their skills and acquired useful experience.</p>
<p>Comprehensive capacity-building efforts of the project</p>	<p>Capacity-Building on Women’s Labour Rights</p> <p>EU-funded “Job Equality: Equal, Inclusive and Safe Work Place in Georgia” project ensures capacity-building of different groups on women’s labour rights.</p> <p>A series of trainings were conducted during 2020 for activists from Ajara, Imereti, Kvemo Kartli and Tbilisi. Initially, 17 lawyers and women’s rights activists attended 7-day training of trainers on women’s rights, labor rights, lgbtqi+ rights and other related fields. Training was conducted by both local and international trainers.</p> <p>Topics of ToT trainings included: essence of the labor rights, parties of the labor relations, pre-contractual relations, labor contracts (terms, forms, conditions), internal regulations, working time and overtime work, discrimination in employment, International Labor Organisation (ILO) (history, structure, mandate), gender equality as the main priority of ILO, ILO reports on Georgia, sexual harassment and violence at the workplace, paid and unpaid leave, maternity leave, detentions of labor relation, termination of labor relation, mass redundancy, occupational health and safety - national and international labor standards, social dialogue, labor disputes, mediation, rights to strike, ITUC-intervention, gender pay gap, care economy, gender based segregation in the labor market, personal information in labor relations, Association Agreement and Labor Standards, anti-discrimination policy at work.</p> <p>In July 2020, newly-trained trainers already started working with local groups of Imereti and Kvemo Kartli to share their knowledge and develop skills of local activists. Using handbook of trainers on women’s labour rights, the trainers are able to provide local groups with knowledge on the topics learned during the training of trainers.</p> <p>After completion of series of trainings, small grant competition will be announced by Women’s fund in Georgia for individuals and organisations trained by the project. The purpose of the small grant competition is to ensure better awareness-raising and action on a local level on women’s labor rights.</p>
<p>New laws / regulations created by the project in</p>	<p>Improved Legislation in Banking and Payment Sector</p> <p>During 2019-2020, National Bank of Georgia (NBG), with support from experts of the Polish Financial Supervisory Authority – UKNF (with assistance of Poland and Lithuanian central banks and Polish Bank Guarantee Fund)</p>

<p>support to different reforms</p>	<p>extensively work on supporting the Georgian banking and payment sector to come closer to EU standards as it is set out in the Association Agreement. This is done within the framework of EU-funded “Strengthening the National Bank of Georgia capacity in the field of Banking and Payment services in line with the EU Standards”.</p> <p>The project assists NBG in eliminating gaps between the EU and Georgian legislation in the banking and payment services and in harmonisation the local legislation with the EU law.</p> <p>Polish and Lithuanian experts, together with Georgian counterparts examine drafts of laws regulating banking sector and payment services in Georgia and provide their revisions, comments and proposals of amendments to the existing framework based on their experience and best solutions adopted in Poland and Lithuania. To date, number of regulations have already been adopted and put in practice.</p> <p>Upon the completion of the twinning project in 2021, relevant legislation will be approximated in accordance with the EU provisions, NBG will have improved financial supervisory mechanisms and enhanced institutional capacity in the field of banking and payment services. A better legislation, methodology and standards of supervision framework in Georgia, aligned with relevant EU law and practices, will allow a more efficient and secure application of supervisory system to better protect beneficiaries of banking and payment services and encourage financial market development in Georgia. Consequently, a well-functioning financial market in Georgia will contribute in long-term to economic growth, as well as overall security and stability of banking and payment services financial market participants.</p>
<p>Nation-wide campaign</p>	<p>This Country is Yours</p> <p>This Country is Yours (Share Responsibility) is a comprehensive, nation-wide campaign implemented by Georgian Civil Society Sustainable Initiative Partners. It aims to strengthen civil society in Georgia, promote civil values, embrace civic activism and raise public awareness on CSOs and their work.</p> <p>The campaign is based on the results of a comprehensive study of public attitudes and stereotypes on CSOs and civic values. Students, youth, civic education teachers, and media are the major pillars of the campaign. It also pre-defines whether a particular behavioral change needs to be achieved within each target group, along with effective communication channels and instruments.</p> <p>The campaign uses the following communication channels and multipliers:</p> <ul style="list-style-type: none"> - Central and regional media - Social media - Print materials for libraries, universities, civic education teachers and students - Self-study short online courses for youth - Contests for youth, journalists and bloggers - Social videos, educational and campaign promo materials. <p>Up to 400 CSO representatives, 400 civic education teachers, 100 journalists, over 1,000 young people are engaged in the campaign.</p> <p>Within the framework of the campaign, meetings with young people and their teachers are organised across the country to increase their knowledge and award most active participants of the processes.</p>
<p>Networks or alliances created</p>	<p>The Alliance for Penal and Probation Reforms in Georgia</p>

or supported by the project	<p>The Alliance for Penal and Probation Reforms in Georgia brings together 26 international and local non-government organizations with the common purpose of making a positive impact on criminal justice reforms and related policies. It is a powerful platform to advocate policy and facilitate reinforcement of the role of civil society to help formulate a just and rational criminal justice system.</p> <p>The Alliance was established in 2013, within the framework of the EU-funded initiative project, while it was further strengthened within the framework of "Monitoring Government's Commitments and Promoting Reforms in the Penal Sector through the Engagement of CSOs" initiative.</p> <p>During the lifetime of the project the Alliance:</p> <ul style="list-style-type: none">- Implemented joint advocacy campaigns to lobby policy initiatives;- Engaged in political dialogue with major stakeholders;- Monitored and assessed implementation processes of facilitating policy;- Engaged in capacity-building activities;- Engaged in analysis of key topics and progress of criminal justice policy/legislation;- Increasing public awareness about importance of criminal justice reform process and key issues. <p>More information on the work of the Alliance is available at: https://www.facebook.com/pages/category/Non-Governmental-Organization--NGO-/Alliance-for-Penal-and-Probation-Reforms-of-Georgia-363056613830807/</p>
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